

BrokerCheck Report

Gretchen Stranch-Cote

CRD# 4153082

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.

About BrokerCheck®



BrokerCheck offers information on all current, and many former, registered securities brokers, and all current and former registered securities firms. FINRA strongly encourages investors to use BrokerCheck to check the background of securities brokers and brokerage firms before deciding to conduct, or continue to conduct, business with them.

- **What is included in a BrokerCheck report?**

- BrokerCheck reports for individual brokers include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards. BrokerCheck reports for brokerage firms include information on a firm's profile, history, and operations, as well as many of the same disclosure events mentioned above.
- Please note that the information contained in a BrokerCheck report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the broker or brokerage firm, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

- **Where did this information come from?**

- The information contained in BrokerCheck comes from FINRA's Central Registration Depository, or CRD® and is a combination of:
 - o information FINRA and/or the Securities and Exchange Commission (SEC) require brokers and brokerage firms to submit as part of the registration and licensing process, and
 - o information that regulators report regarding disciplinary actions or allegations against firms or brokers.

- **How current is this information?**

- Generally, active brokerage firms and brokers are required to update their professional and disciplinary information in CRD within 30 days. Under most circumstances, information reported by brokerage firms, brokers and regulators is available in BrokerCheck the next business day.

- **What if I want to check the background of an investment adviser firm or investment adviser representative?**

- To check the background of an investment adviser firm or representative, you can search for the firm or individual in BrokerCheck. If your search is successful, click on the link provided to view the available licensing and registration information in the SEC's Investment Adviser Public Disclosure (IAPD) website at <https://www.adviserinfo.sec.gov>. In the alternative, you may search the IAPD website directly or contact your state securities regulator at <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/P455414>.

- **Are there other resources I can use to check the background of investment professionals?**

- FINRA recommends that you learn as much as possible about an investment professional before deciding to work with them. Your state securities regulator can help you research brokers and investment adviser representatives doing business in your state.

Thank you for using FINRA BrokerCheck.



Using this site/information means that you accept the FINRA BrokerCheck Terms and Conditions. A complete list of Terms and Conditions can be found at brokercheck.finra.org



For additional information about the contents of this report, please refer to the User Guidance or www.finra.org/brokercheck. It provides a glossary of terms and a list of frequently asked questions, as well as additional resources. For more information about FINRA, visit www.finra.org.



Gretchen Stranch-Cote
CRD# 4153082

Currently employed by and registered with the following Firm(s):

- IA

RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC
1866 Northampton St
Holyoke, MA 01040
CRD# 149018
Registered with this firm since: 06/13/2025
- B

RAYMOND JAMES FINANCIAL SERVICES, INC.
1866 Northampton St
Holyoke, MA 01040
CRD# 6694
Registered with this firm since: 06/13/2025

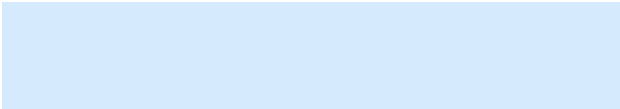
Report Summary for this Broker

This report summary provides an overview of the broker's professional background and conduct. Additional information can be found in the detailed report.

Broker Qualifications

This broker is registered with:

- 1 Self-Regulatory Organization
- 5 U.S. states and territories



This broker has passed:

- 0 Principal/Supervisory Exams
- 3 General Industry/Product Exams
- 2 State Securities Law Exams

Registration History

This broker was previously registered with the following securities firm(s):

- IA

J.P. MORGAN SECURITIES LLC
CRD# 79
NEW YORK, NY
12/2023 - 06/2025
- B

J.P. MORGAN SECURITIES LLC
CRD# 79
East Longmeadow, MA
12/2023 - 06/2025
- B

MORGAN STANLEY
CRD# 149777
Springfield, MA
07/2020 - 12/2023

Disclosure Events

All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Customer Dispute	1



Broker Qualifications

Registrations

This section provides the self-regulatory organizations (SROs) and U.S. states/territories the broker is currently registered and licensed with, the category of each license, and the date on which it became effective. This section also provides, for every brokerage firm with which the broker is currently employed, the address of each branch where the broker works.

This individual is currently registered with 1 SRO and is licensed in 5 U.S. states and territories through his or her employer.

Employment 1 of 2

Firm Name: **RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC**
 Main Office Address: **880 CARILLON PARKWAY
 SAINT PETERSBURG, FL 33716**
 Firm CRD#: **149018**

	U.S. State/ Territory	Category	Status	Date
IA	Massachusetts	Investment Adviser Representative	Approved	06/13/2025

Branch Office Locations

1866 Northampton St
 Holyoke, MA 01040

Employment 2 of 2

Firm Name: **RAYMOND JAMES FINANCIAL SERVICES, INC.**
 Main Office Address: **880 CARILLON PARKWAY
 ST. PETERSBURG, FL 33716**
 Firm CRD#: **6694**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	06/13/2025
B	FINRA	Invest. Co and Variable Contracts	Approved	06/13/2025

	U.S. State/ Territory	Category	Status	Date
B	Connecticut	Agent	Approved	08/11/2025

Broker Qualifications



Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Massachusetts	Agent	Approved	06/13/2025
B	New Hampshire	Agent	Approved	06/13/2025
B	Rhode Island	Agent	Approved	06/13/2025
B	South Carolina	Agent	Approved	06/13/2025

Branch Office Locations

RAYMOND JAMES FINANCIAL SERVICES, INC.
1866 Northampton St
Holyoke, MA 01040



Broker Qualifications

Industry Exams this Broker has Passed

This section includes all securities industry exams that the broker has passed. Under limited circumstances, a broker may attain a registration after receiving an exam waiver based on exams the broker has passed and/or qualifying work experience. Any exam waivers that the broker has received are not included below. A passed exam or exam waiver does not permit a broker to do business without an active SRO or state registration.

This individual has passed 0 principal/supervisory exams, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	01/22/2002
B Investment Company Products/Variable Contracts Representative Examination	Series 6	04/10/2000

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	10/09/2002
B Uniform Securities Agent State Law Examination	Series 63	05/01/2000

Additional information about the above exams or other exams FINRA administers to brokers and other securities professionals can be found at www.finra.org/brokerqualifications/registeredrep/.

Broker Qualifications



Professional Designations

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

	Registration Dates	Firm Name	CRD#	Branch Location
IA	12/2023 - 06/2025	J.P. MORGAN SECURITIES LLC	79	East Longmeadow, MA
B	12/2023 - 06/2025	J.P. MORGAN SECURITIES LLC	79	East Longmeadow, MA
B	07/2020 - 12/2023	MORGAN STANLEY	149777	Springfield, MA
IA	07/2020 - 12/2023	MORGAN STANLEY	149777	Springfield, MA
IA	04/2020 - 07/2020	PEOPLE'S UNITED ADVISORS, INC.	292454	Springfield, MA
B	04/2020 - 07/2020	PEOPLE'S SECURITIES, INC.	13704	Springfield, MA
IA	01/2016 - 04/2020	INFINEX INVESTMENTS, INC.	35371	West Springfield, MA
B	12/2015 - 04/2020	INFINEX INVESTMENTS, INC.	35371	West Springfield, MA
IA	07/2012 - 12/2015	LPL FINANCIAL LLC	6413	SOUTHWICK, MA
B	07/2012 - 12/2015	LPL FINANCIAL LLC	6413	SOUTHWICK, MA
IA	09/2006 - 06/2012	CCO INVESTMENT SERVICES CORP.	39550	LUDLOW, MA
B	08/2006 - 06/2012	CCO INVESTMENT SERVICES CORP.	39550	LUDLOW, MA
B	10/2004 - 08/2006	BANC OF AMERICA INVESTMENT SERVICES, INC.	16361	SPRINGFIELD, MA
IA	10/2004 - 08/2006	BANC OF AMERICA INVESTMENT SERVICES, INC.	16361	SPRINGFIELD, MA
IA	10/2002 - 10/2004	QUICK & REILLY, INC.	11217	SPRINGFIELD, MA
B	09/2000 - 10/2004	QUICK & REILLY, INC.	11217	NEW YORK, NY
B	04/2000 - 09/2000	FIS SECURITIES, INC.	30533	BOSTON, MA

Employment History



Registration and Employment History

Employment History, continued

This section provides up to 10 years of an individual broker's employment history as reported by the individual broker on the most recently filed Form U4.

Please note that the broker is required to provide this information only while registered with FINRA or a national securities exchange and the information is not updated via Form U4 after the broker ceases to be registered. Therefore, an employment end date of "Present" may not reflect the broker's current employment status.

Employment	Employer Name	Position	Investment Related	Employer Location
06/2025 - Present	PeoplesBank	Bank Associate	Y	Holyoke, MA, United States
06/2025 - Present	Raymond James Financial Services Advisors, Inc.	Investment Advisor Representative	Y	Holyoke, MA, United States
06/2025 - Present	Raymond James Financial Services, Inc.	Registered Representative	Y	Holyoke, MA, United States
12/2023 - 06/2025	J.P. Morgan Securities LLC	Private Client Advisor	Y	Northampton, MA, United States
12/2023 - 06/2025	JPMorgan Chase Bank, N.A.	Private Client Advisor	Y	Northampton, MA, United States
12/2020 - 12/2023	Morgan Stanley Private Bank, N.A	Financial Advisor	Y	New York, NY, United States
07/2020 - 12/2023	MORGAN STANLEY	Registered Rep	Y	SPRINGFIELD, MA, United States
04/2020 - 07/2020	PEOPLE'S SECURITIES, INC.	Registered Rep	Y	SPRINGFIELD, MA, United States
04/2020 - 07/2020	PEOPLE'S UNITED ADVISORS, INC.	Registered Rep	Y	SPRINGFIELD, MA, United States
12/2015 - 04/2020	INFINEX INVESTMENTS INC.	FINANCIAL ADVISOR	Y	MERIDEN, CT, United States
12/2015 - 04/2020	UNITED BANK	FINANCIAL ADVISOR	Y	GLASTONBURY, CT, United States
07/2012 - 12/2015	LPL FINANCIAL	REGISTERED REPRESENTATIVE	Y	CHARLOTTE, NC, United States
06/2012 - 12/2015	FIRST NIAGARA BANK	FINANCIAL CONSULTANT	N	CHICOPEE, MA, United States

Other Business Activities

This section includes information, if any, as provided by the broker regarding other business activities the broker is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious or fraternal and is recognized as tax exempt.

Registration and Employment History



Other Business Activities, continued

(1)Name of Business: Peoples Wealth Advisory Group Address: 1866 Northampton St, Holyoke, MA, 01040-2280, United States Activity Type: Support Company - Non-Owner Position/Title: Associate/Employee Investment Related: No Start Date: 06/16/2025 Hours per month devoted to this business: 41-80 Hours per month devoted to this business during trading hours: 41+ Description of duties: wealth advisor.

Disclosure Events



What you should know about reported disclosure events:

1. All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.
2. **Certain thresholds must be met before an event is reported to CRD, for example:**
 - o A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - o A customer dispute must involve allegations that a broker engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.
 - o
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, brokerage firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the BrokerCheck report. The different versions will be separated by a solid line with the reporting source labeled.
 - o
4. **There are different statuses and dispositions for disclosure events:**
 - o A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" event involves allegations that have not been proven or formally adjudicated.
 - An event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" event has been concluded and its resolution is not subject to change.
 - o A final event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally involves an agreement by the parties to resolve the matter. Please note that brokers and brokerage firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually involves no payment to the customer and no finding of wrongdoing on the part of the individual broker. Such matters generally involve customer disputes.

For your convenience, below is a matrix of the number and status of disclosure events involving this broker. Further information regarding these events can be found in the subsequent pages of this report. You also may wish to contact the broker to obtain further information regarding these events.

	Pending	Final	On Appeal
Customer Dispute	0	1	N/A



Disclosure Event Details

When evaluating this information, please keep in mind that a disclosure event may be pending or involve allegations that are contested and have not been resolved or proven. The matter may, in the end, be withdrawn, dismissed, resolved in favor of the broker, or concluded through a negotiated settlement for certain business reasons (e.g., to maintain customer relationships or to limit the litigation costs associated with disputing the allegations) with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to CRD and therefore some of the specific data fields contained in the report may be blank if the information was not provided to CRD.

Customer Dispute - Settled

This type of disclosure event involves a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit containing allegations of sale practice violations against the broker that resulted in a monetary settlement to the customer.

Disclosure 1 of 1

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: BANC OF AMERICA INVESTMENT SERVICES, INC.

Allegations: [ATTORNEY] AS ATTORNEY IN FACT ALLEGED THAT THE VARIABLE ANNUITY PURCHASED BY HER FATHER IN APRIL 2005 WAS UNSUITABLE. COMPENSATORY DAMAGES UNSPECIFIED AND GOOD FAITH ESTIMATE WAS LESS THAN \$5,000 WHEN COMPLAINT WAS RECEIVED BY FIRM IN APRIL 2007.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 04/30/2007

Complaint Pending? No

Status: Settled

Status Date: 04/17/2008

Settlement Amount: \$22,625.75

Individual Contribution Amount: \$0.00

Firm Statement WHEN COMPLAINT WAS RECEIVED BY THE FIRM IN APRIL 2007
COMPENSATORY DAMAGES WERE UNSPECIFIED AND GOOD FAITH



ESTIMATE DETERMINED DAMAGES TO BE LESS THAN \$5,000. UPON SURRENDER OF THE VARIABLE ANNUITY THE FIRM OFFERED TO REIMBURSE THE CLIENT THE AMOUNT OF THE SURRENDER CHARGES. SETTLEMENT FINALIZED 4/17/2008.

Reporting Source:

Broker

Employing firm when activities occurred which led to the complaint:

BANC OF AMERICA INVESTMENT SERVICES, INC

Allegations:

[ATTORNEY] AS ATTORNEY IN FACT ALLEGED THAT THE VARIABLE ANNUITY PURCHASED BY HER FATHER IN APRIL 2005 WAS UNSUITABLE. COMPENSATORY DAMAGES UNSPECIFIED AND GOOD FAITH ESTIMATE WAS LESS THAN \$5000 WHEN COMPLAINT WAS RECEIVED BY FIRM IN APRIL 2007

Product Type:

Annuity(ies) - Variable

Alleged Damages:

\$0.00

Customer Complaint Information**Date Complaint Received:**

04/30/2007

Complaint Pending?

No

Status:

Settled

Status Date:

04/17/2008

Settlement Amount:

\$22,625.75

Individual Contribution Amount:

\$0.00

Broker Statement

WHEN COMPLAINT WAS RECEIVED BY THE FIRM IN APRIL 2007 COMPENSATORY DAMAGES WERE UNSPECIFIED AND GOOD FAITH ESTIMATE DETERMINED DAMAGES TO BE LESS THAN \$5,000. UPON SURRENDER OF THE VARIABLE ANNUITY THE FIRM OFFERED TO REIMBURSE THE CLIENT THE AMOUNT OF THE SURRENDER CHARGES. SETTLEMENT FINALIZED 4/17/2008.

End of Report



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